

## CONTRACT



WITI  
9001 North Green Bay Road  
Milwaukee, WI 53209-1297  
(414)355-6666

And:

Waterfront Strategies  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

<b>Contract / Revision</b> 582714 /		<b>Alt Order #</b> 09841321
<b>Product</b> SEIU		
<b>Contract Dates</b> 10/16/12 - 10/22/12		<b>Estimate #</b> 2055
<b>Advertiser</b> SEIU - Service Employees International Union		<b>Original Date / Revision</b> 10/12/12 / 10/12/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Trevor Heaton	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 112	<b>Product Code</b> 119
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/16/12	10/19/12	M-F 8a-9a	8a-9a		:30			NM	1	\$1,835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$1,835.00			
N 2	6	10/16/12	10/19/12	M-F 9a-10a	9a-10a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$500.00			
N 3	6	10/16/12	10/19/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$450.00			
N 4	6	10/22/12	10/22/12	M-F 4p-430p	4p-430p		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$415.00			
N 5	6	10/16/12	10/19/12	M-F 4p-430p	4p-430p		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$415.00			
N 6	6	10/16/12	10/22/12	M-F 5p-530p	5p-530p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				1	\$1,200.00			
N 7	6	10/16/12	10/19/12	M-F 530p-6p	530p-6p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$1,100.00			
N 8	6	10/16/12	10/19/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$1,835.00			
N 9	6	10/16/12	10/19/12	M-F 430-5a	430-5a		:30			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$160.00			
<b>Totals</b>											9	\$7,910.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	9	\$7,910.00	\$6,723.50
<b>Totals</b>	9	\$7,910.00	\$6,723.50

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u>		<u>Alt Order #</u>
582714 /		09841321
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	SEIU	2055
<u>Advertiser</u>		<u>Original Date / Revision</u>
SEIU - Service Employees		10/12/12 / 10/12/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mike Furman  
do hereby request station time concerning the following issue:

SEIU

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

**Total Charges:**

This broadcast time will be used by: SEIU

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

SEIU 1800 Massachusetts Ave NW  
 Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Heather Stone*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

6/4/12 \_\_\_\_\_ 202-338-7800  
 Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
 Signature Printed Name Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



Waterfront  
Strategies™

UFCW 400

Check Date: 10/12/2012		Vendor: 0001013486 WITI-TV		Check No. 009499	
Project Name: SEIU 2012		Flight Dates: 10/16/2012 thru 10/22/2012			
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0000956310161022	10/12/2012	00009563	6,723.50	0.00	6,723.50
			582714		
			M111		
<b>Totals</b>			\$6,723.50	\$0.00	\$6,723.50

<p>Washington, DC 3010 K Street, NW, Suite 100 Washington, DC 20007 202.338.6200</p>		<p>JPMORGAN CHASE BANK, N.A. Syracuse, NY 50-937/213</p>		009499	
		Date	10/12/2012	Pay Amount	\$6,723.50***
Pay *****SIX THOUSAND SEVEN HUNDRED TWENTY-THREE AND 50 / 100 DOLLAR*****					
To The Order Of	<p>WITI-TV 9001 North Green Bay Road Milwaukee, WI 53209</p>		<p><i>Rachael V. Olson</i> Authorized Signature</p>		



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UFCW 400

Check Date: 10/12/2012		Vendor: 0001013486 WITI-TV		Check No: 009499	
Project Name: SEIU 2012		Flight Dates: 10/16/2012 thru 10/22/2012			
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0000956310161022	10/12/2012	00009563	6,723.50	0.00	6,723.50

582714

Mill

64,135 gross  
54,514.75 net

~~0101~~  
~~582714~~

<b>Totals</b>			\$6,723.50	\$0.00	\$6,723.50
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<p>Washington, DC 20007 301-338-6300</p>		<p>JPMORGAN CHASE BANK, N.A. Syracuse, NY 50-937/213</p>		009499
<p>Date: 10/12/2012</p>		<p>Pay Amount: \$6,723.50***</p>		
<p>Pay: ****SIX THOUSAND SEVEN HUNDRED TWENTY-THREE AND 50/100 DOLLAR****</p>				
<p>To The Order Of: WITI-TV 9001 North Green Bay Road Milwaukee, WI 53209</p>		<p><i>Rachana V. Olson</i> Authorized Signature</p>		